RESEARCH ONLINE

Middle East Media Educator

Volume 1
Issue 2 *Middle East Media Educator*

Article 1

1-1-2012

MEME 2012: Introduction and Table of Contents

Alma Kadragic
University of Wollongong in Dubai, alma.kadragic@gmail.com

Follow this and additional works at: http://ro.uow.edu.au/meme

Recommended Citation
Kadragic, Alma, MEME 2012: Introduction and Table of Contents, *Middle East Media Educator*, 1(2), 2012, 1-14.
Available at:http://ro.uow.edu.au/meme/vol1/iss2/1

Research Online is the open access institutional repository for the University of Wollongong. For further information contact the UOW Library: research-pubs@uow.edu.au

RESEARCH ONLINE

MEME 2012: Introduction and Table of Contents

Abstract
Cover pages, table of contents and editorial introduction to Middle East Media Educator, Issue 2, August 2012.

This journal article is available in Middle East Media Educator: http://ro.uow.edu.au/meme/vol1/iss2/1

FILE 230: CHAOS

CLIENT ARCHIVES 2011

COMPANY: MIDRANGE TRANSGEARS INC
TASK: STAKEHOLDER'S GALA
DATE: 4 DAYS TO EVENT

Amina, where's the creative?
I already emailed it to David
Call him in
He's at the procurement meeting
Then have Ravi download the file
He doesn't have the software
Get Nisha to do it
She's meeting suppliers
Is the event agenda ready?
Lorna's supposed to do that
How about press coverage?
We haven't called the media yet
And the event branding?
Actually... the logo is a tad off colour
Didn't Luciano supervise it?
Abdullah has the brand guidelines
Why is everything so last minute?!
Because John's is in Muscat, Mahra is in training and Georgina is...
Call BrandMoxie!
Huh?
GET ME BRANDMOXIE NOW!!

BrandMoxie
When the proverbial hits the fan

ADVERTISING – STRATEGY – PR – CHAOS CONTAINMENT
TEL: 02 491 8624/25 www.brandmoxie.com

brand moxie
intelligent marketing

CONNECT: YOUR FUTURE
CHOOSE YOUR UOWD DEGREE PROGRAM

Bachelor Degrees

BBA/B.Com with majors in Management/Marketing/Finance/Accounting/
International Business/Human Resources Management/Computer Science/
IT and Engineering (Computer/Electrical/Telecommunications)

Master Degrees

MBA/International Business/HRM/Marketing/Logistics/
Banking and Finance/Quality Management/IT Management/
International Studies/Media and Communications/Engineering Management

UOWD - Your Australian University in Dubai

Call 04-3672400, visit Block 15, Dubai Knowledge Village
www.uowdubai.ac.ae

وزارة التعليم العالي والبحث العلمي
Accredited مرخصة
UAE Ministry of Higher Education and Scientific Research

UNIVERSITY OF WOLLONGONG IN DUBAI

DUBAI INTERNATIONAL ACADEMIC CITY
A member of TECOM INVESTMENTS

One of the first decisions I had to make when I arrived at the University of Wollongong in Dubai (UOWD) early in 2012 was whether to go ahead immediately with the new master's program in Media and Communications. The decision was to go ahead, we began the program in February 2012, and we are committed to growing and developing it this year, next year, and into the future.

The need for postgraduate education in media and communications is clear when we consider the development of media and media industries in Dubai at Media City, in Abu Dhabi at twofour54, in Sharjah and other emirates, and in the region . We will prepare students to work in these industries; we will provide people already working in media industries with the theoretical background and international context that can lead to career advancement.

Even before MMC started officially, we published a journal called **Middle East Media Educator** in August 2011. We made it available to everyone for free on our website. Now I am happy to welcome the second issue of **Middle East Media Educator** or **MEME**, once again published by UOWD and available on our website for free download.

MEME links us with our parent institution, the University of Wollongong in Australia, where a similar journal focusing on Asia Pacific media education has been produced since 1996. Both journals try "to bridge the gap" between the people who produce media or work in media-related industries and the academics who prepare the media professionals of tomorrow.

We hope that **MEME** will contribute to a continuing dialogue between media practitioners in the UAE and beyond, our faculty, and our students.

Professor Ghassan Aouad
President
University of Wollongong in Dubai